

RA #14
ADR

MARKET ANALYSIS AND PLANNING SERVICE (MAPS)
1985 TOPIC PREFERENCE QUESTIONNAIRE

Please indicate your organization's degree of interest in the potential 1985 research topics and structure for INPUT's Market Analysis and Planning Service (MAPS).

Circle Degree Of Interest

	Very Low	Low	Medium	High	Very High
I. MARKETS					
A. Industry-Specific: Opportunities and five-year forecasts in:					
Banking and Finance	1	2	3	4	5
Discrete Manufacturing	1	2	3	4	5
Education	1	2	3	4	5
Federal Government	1	2	3	4	5
Insurance	1	2	3	4	5
Medical	1	2	3	4	5
Process Manufacturing	1	2	3	4	5
Retail Distribution	1	2	3	4	5
Services	1	2	3	4	5
State and Local Government	1	2	3	4	5
Telecommunications Firms	1	2	3	4	5
Utilities	1	2	3	4	5
Wholesale Distribution	1	2	3	4	5
Other Industry-Specific (itemize) _____	1	2	3	4	5
_____	1	2	3	4	5
B. Cross-Industry: Opportunities and five-year forecasts in:					
Accounting	1	2	3	4	5
Business Graphics	1	2	3	4	5
Distribution Applications	1	2	3	4	5
Electronic Publishing	1	2	3	4	5
Home computing	1	2	3	4	5
Engineering and Scientific	1	2	3	4	5
Human Resources	1	2	3	4	5
Planning and Analysis Systems	1	2	3	4	5
Project Management	1	2	3	4	5
Sales and Marketing Applications	1	2	3	4	5

Systems Software

Applications Development

Tools	1	2	3	4	5
Data Base Management Systems	1	2	3	4	5
Network Management Systems	1	2	3	4	5
Library Control Systems	1	2	3	4	5
Operating Systems	1	2	3	4	5
Data Center Management Systems	1	2	3	4	5
Other (specify)	1	2	3	4	5
	1	2	3	4	5
	1	2	3	4	5
Utility Processing	1	2	3	4	5
Videotex	1	2	3	4	5
Other cross-industry (specify)	1	2	3	4	5
	1	2	3	4	5

C. New Trends and Opportunities in:

Fourth Generation Languages	1	2	3	4	5
Expert and Knowledge-based Systems	1	2	3	4	5
Integrated Analysis Systems (beyond Lotus, Symphony, etc.)	1	2	3	4	5
Micro-to-Mainframe	1	2	3	4	5
Interindustry Electronic Distribution	1	2	3	4	5

D. Other Topics

Information Services Industry Analysis and Forecasts: 1985-1990 (annual report)	1	2	3	4	5
Information Center Opportunities	1	2	3	4	5
UNIX in Corporate America	1	2	3	4	5
Joint Ventures: Strategies and Caveats	1	2	3	4	5
Vendor Financial Watch (financial trend analysis of public information services companies)	1	2	3	4	5

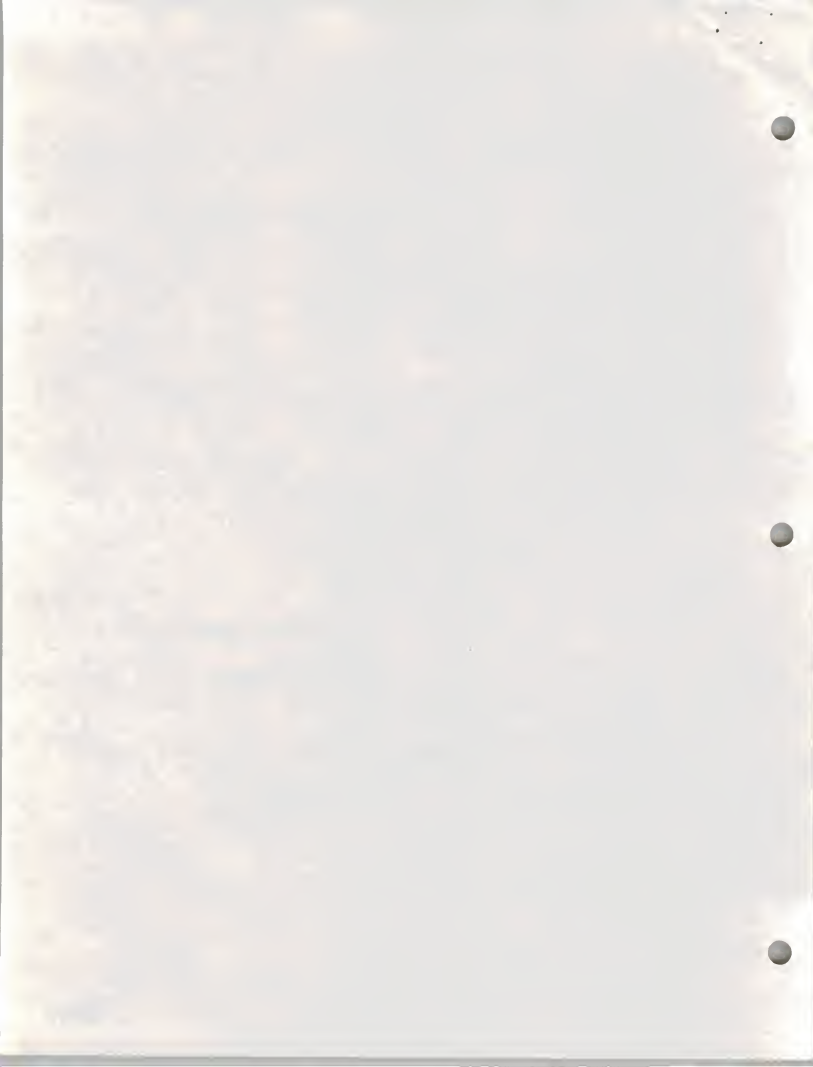
II. DELIVERY MODES

To what extent would you like to see more, the same, or less coverage of the following delivery modes:

	<u>Circle Coverage Desired</u>				
	<u>Much Less</u>	<u>Less</u>	<u>Same</u>	<u>More</u>	<u>Much More</u>
Remote Computing Services	1	(2)	3	4	5
On-line Data Base Services	1	(2)	3	4	5
Value Added Networks (VANs)	1	2	(3)	4	5
Facilities Management	1	2	3	(4)	5
Application Software	1	2	3	(4)	5
Systems Software	1	2	3	4	(5)
Professional Services					
- Software Development	1	2	3	(4)	5
- Consulting	1	2	3	4	5
- Education and Training	1	2	3	4	5
Turnkey Systems					
- Packaged Systems	1	2	3	(4)	5
- Custom Systems	1	2	3	4	5
Systems Integration	1	2	3	4	5
Other (specify) _____	1	2	3	4	5
_____	1	2	3	4	5

III. PERSONAL COMPUTERS (PCs)

	<u>Circle Degree of Interest</u>				
	<u>Very Low</u>	<u>Low</u>	<u>Medium</u>	<u>High</u>	<u>Very High</u>
Strategies for selling to large Corporations	1	2	3	(4)	5
Pricing Strategies and Trends	1	2	(3)	4	5
Distribution Channel Strategies	1	2	(3)	4	5
_____	1	2	3	4	5
_____	1	2	3	4	5
_____	1	2	3	4	5

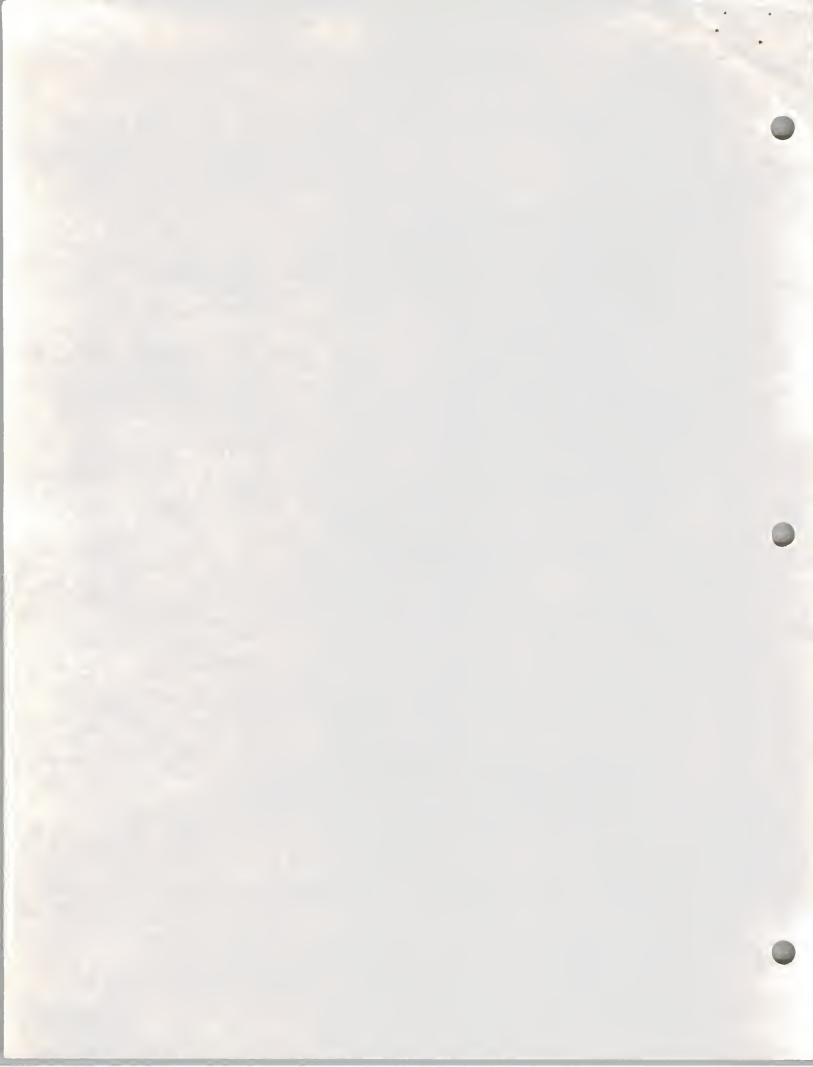


Circle Degree of Interest

	Very <u>Low</u>	<u>Low</u>	<u>Medium</u>	<u>High</u>	Very <u>High</u>
IV. MANAGEMENT AND MARKETING ISSUES					
Marketing Methods That Boost Sales	1	2	3	4	5
Acquisition Strategies and Trends	1	2	3	4	5
Pricing Trends	1	2	3	4	5
Sales Compensation Practices	1	2	3	4	5
Keys For Strengthening Market Intelligence Systems	1	2	3	4	5
Improving Sales Promotion Effectiveness	1	2	3	4	5
New Methods For Improving Customer Support Activities	1	2	3	4	5
Distribution Channel Opportunities	1	2	3	4	5
Effective Telemarketing Approaches	1	2	3	4	5
Hiring and Training Practices	1	2	3	4	5
Techniques For Integrating Market Research into Strategic Planning	1	2	3	4	5
Marketing of Multiple Delivery Mode Services	1	2	3	4	5
Other (specify) <u>"LOCAL LANGUAGE"</u> ^{SUPPORT}	1	2	3	4	5
	1	2	3	4	5

V. PROGRAM STRUCTURE

	<u>Circle Answer</u>	
	<u>Yes</u>	<u>No</u>
A. Size and Frequency of Research Reports		
- Prefer major reports (100+ pages) issued bimonthly	1	2
- Prefer issue reports (25-30 pages) issued monthly	1	2
- Other structure suggestions (specify)		
- _____		
- _____		



B. Deliverable Preferences

Rank the value to your company of the following MAPS deliverables
(1=most valuable, 2=next most valuable, etc.)

	<u>Rank</u>
Research reports	_____
Hotline services	_____
Executive Bulletins	_____
On-site client presentation	_____
Visits with INPUT staff	_____
Visits to INPUT library	_____
Client Conference	_____
One day regional seminars	_____
Other (specify) _____	_____
_____	_____

CANNOT
RANK
YET!

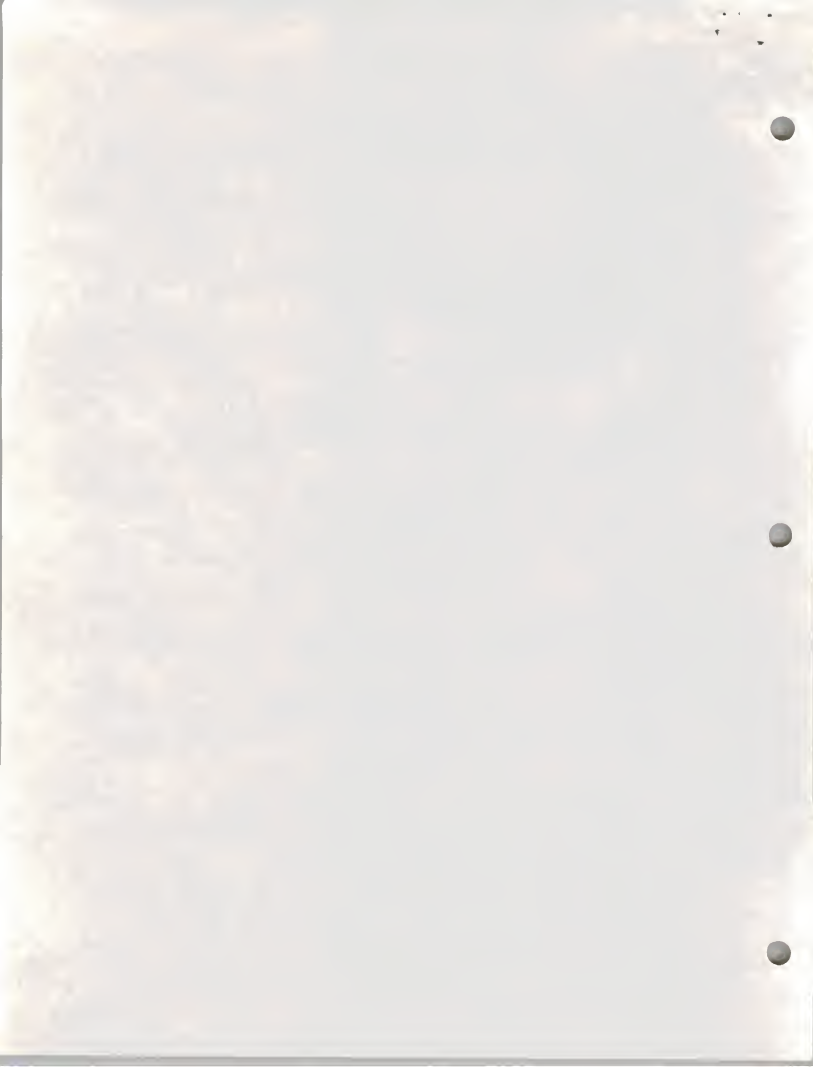
C. Other suggestions for improving the value of the MAPS program for your organization.

VI. Are you the principal user of the MAPS program? ☒ Yes ☐ No

If not, who is?

NAME KIP D. CASSINO

TITLE MGR, MARKET RESEARCH



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Please return this completed form no later than August 31, 1984 to:

Jack M. Keen
Director of Client Programs
INPUT
1943 Landings Drive
Mountain View, CA 94043

Date Completed _____

Completed by:

NAME _____

TITLE _____

DEPARTMENT _____

COMPANY _____

CITY/STATE _____

TELEPHONE _____

THANK YOU VERY MUCH FOR YOUR FEEDBACK!

slw Prods.

